

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV, Raleigh

Date:

10/9/12

I, Smart Media Group,being/on behalf of: Pat McCrory, a legallyqualified candidate of the Republican politicalparty for the office of: Governorin the Generalelection to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

\$ 84,340 Gross / 71,699 Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

The Pat McCrory Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jonathan Massachi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

5/31/12

Date

Julie A. Kearn
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles
Signature

Dave Lyles
Printed Name

Sales Manager
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Pat McCrory
(name of federal candidate or authorized committee) hereby certify that the programming
to be broadcast (in whole or in part) pursuant to this agreement:


☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

printed name _____ date _____



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

CONTRACT

<u>Contract / Revision</u> 116662 /		<u>Alt Order #</u> 06218185
<u>Product</u> MCCRORY 10/01		
<u>Contract Dates</u> 10/01/12 - 10/08/12		<u>Estimate #</u> C01C07
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/16/12 / 10/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 271.80
<u>IDB#</u>	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media
101 N. Columbus Street
Suite 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 2	WRAL	10/05/12	10/05/12	Price is Right	11a-12p		:30				NM	1	\$850.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$850.00	3.70			
N 4	WRAL	10/05/12	10/05/12	Young and the Restless	4-5p		:30				NM	1	\$1,600.00
		CLASS 1 - CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$1,600.00	7.40			
N 5	WRAL	10/05/12	10/05/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$400.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$400.00	3.00			
N 6	WRAL	10/05/12	10/05/12	WRAL 5:30AM News	530-6a		:30				NM	1	\$665.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$665.00	3.80			
N 7	WRAL	10/05/12	10/05/12	CBS This Morning	7am - 9am		:30				NM	1	\$665.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$665.00	3.80			
D 8	WRAL	10/01/12	10/01/12	Price is Right	11a-12p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 9	WRAL	10/01/12	10/01/12	Young and the Restless	4-5p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
N 10	WRAL	10/01/12	10/01/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$150.00
		CLASS 4 - CANDIDATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----				1	\$150.00	3.00			
N 11	WRAL	10/01/12	10/01/12	WRAL 5:30AM News	530-6a		:30				NM	1	\$250.00
		CLASS 4 - CANDIDATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----				1	\$250.00	3.80			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u> 116662 /		<u>Alt Order #</u> 06218185
<u>Contract Dates</u> 10/01/12 - 10/08/12	<u>Product</u> MCCRORY 10/01	<u>Estimate #</u> C01C07
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	WRAL	10/01/12	10/01/12	CBS This Morning	7am - 9am		:30				NM	1	\$175.00
		CLASS 4 - CANDIDATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----				1	\$175.00	3.80			
D 13	WRAL	10/06/12	10/06/12	Sat Hour 3	10-11p		:30				NM	0	\$0.00
		CLASS 3 CANDIDATE R9.26											
N 14	WRAL	10/06/12	10/06/12	CRIMINAL MINDS	1135-1235XM		:30				NM	2	\$450.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----2-				2	\$225.00	2.90			
D 15	WRAL	10/06/12	10/06/12	7pm News	7-730p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
N 17	WRAL	10/06/12	10/06/12	CBS This Sat Morning 8-9a	8-9a		:30				NM	1	\$445.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$445.00	4.20			
D 18	WRAL	10/06/12	10/06/12	Sat Hour 2	9-10p		:30				NM	0	\$0.00
		CLASS 3 CANDIDATE R9.26											
D 19	WRAL	10/07/12	10/07/12	6pm News (Sun)	6-630p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 20	WRAL	10/07/12	10/07/12	WRAL Sun Morning News	7-9a		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
N 21	WRAL	10/07/12	10/07/12	CBS Sunday Morning	9-1030a		:30				NM	1	\$535.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1				1	\$535.00	4.80			
D 22	WRAL	10/07/12	10/07/12	Sun Hour 2	9-10pm		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
N 23	WRAL	10/04/12	10/04/12	David Letterman	1135p-1237a		:30				NM	1	\$400.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$400.00	3.40			
N 24	WRAL	10/04/12	10/04/12	Price is Right	11a-12p		:30				NM	1	\$850.00
		CLASS 1 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$850.00	3.70			
N 25	WRAL	10/04/12	10/04/12	Young and the Restless	4-5p		:30				NM	1	\$1,600.00
		CLASS 1 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$1,600.00	7.40			
D 26	WRAL	10/04/12	10/04/12	WRAL 5am News	5am - 5:30a		:30				NM	0	\$0.00
		CLASS 3 CANDIDATE R9.26											
N 27	WRAL	10/04/12	10/04/12	WRAL AM News	6-7a		:30				NM	1	\$900.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$900.00	5.30			
N 28	WRAL	10/04/12	10/04/12	CBS This Morning	7am - 9am		:30				NM	1	\$665.00
		CLASS 3 CANDIDATE R9.26											

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<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$665.00	3.80			
D 29	WRAL	10/04/12	10/04/12	Thu Hour 2	9-10p		:30				NM	0	\$0.00
CLASS 4 - CANDIDATE													
D 30	WRAL	10/02/12	10/02/12	Price is Right	11a-12p		:30				NM	0	\$0.00
CLASS 1 CANDIDATE R9.26													
D 31	WRAL	10/02/12	10/02/12	Young and the Restless	4-5p		:30				NM	0	\$0.00
CLASS 1 CANDIDATE R9.26													
N 32	WRAL	10/02/12	10/02/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$400.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$400.00	3.00			
N 33	WRAL	10/02/12	10/02/12	WRAL AM News	6-7a		:30				NM	1	\$900.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$900.00	5.30			
N 34	WRAL	10/02/12	10/02/12	CBS This Morning	7am - 9am		:30				NM	1	\$665.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$665.00	3.80			
D 35	WRAL	10/02/12	10/02/12	Tue Hour 1	8-9p		:30				NM	0	\$0.00
CLASS 4 - CANDIDATE													
D 36	WRAL	10/03/12	10/03/12	Wed Hour 3	10-11p		:30				NM	0	\$0.00
CLASS 4 - CANDIDATE													
N 37	WRAL	10/03/12	10/03/12	Price is Right	11a-12p		:30				NM	1	\$850.00
CLASS 1 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$850.00	3.70			
N 38	WRAL	10/03/12	10/03/12	Young and the Restless	4-5p		:30				NM	1	\$1,600.00
CLASS 1 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$1,600.00	7.40			
N 39	WRAL	10/03/12	10/03/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$400.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$400.00	3.00			
N 40	WRAL	10/03/12	10/03/12	WRAL 5:30AM News	530-6a		:30				NM	1	\$665.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$665.00	3.80			
N 41	WRAL	10/03/12	10/03/12	CBS This Morning	7am - 9am		:30				NM	1	\$665.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$665.00	3.80			
D 42	WRAL	10/05/12	10/05/12	Fri Hour 3	10-11p		:30				NM	0	\$0.00
CLASS 4 - CANDIDATE													
D 43	WRAL	10/05/12	10/05/12	Late News	11-1135p		:30				NM	0	\$0.00
CLASS 4 - CANDIDATE													

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<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 44	WRAL	10/05/12	10/05/12	Letterman Friday	1205x-107x		:30				NM	0	\$0.00
		CLASS 3 CANDIDATE R9.26											
N 45	WRAL	10/05/12	10/05/12	Noon News	12p-1p		:30				NM	1	\$535.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$535.00	5.30			
N 46	WRAL	10/05/12	10/05/12	CBS Daytime (1:30-4P)	130-4p		:30				NM	1	\$360.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$360.00	3.10			
N 47	WRAL	10/05/12	10/05/12	5:00 First News	5-530p		:30				NM	1	\$1,780.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$1,780.00	8.20			
D 48	WRAL	10/05/12	10/05/12	6pm News (M-F)	6-630p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 49	WRAL	10/05/12	10/05/12	Fri Hour 1	8-9p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 50	WRAL	10/05/12	10/05/12	Fri Hour 2	9-10p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 51	WRAL	10/01/12	10/01/12	Mon Hour 3	10-11p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 52	WRAL	10/01/12	10/01/12	Late News	11-1135p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 53	WRAL	10/01/12	10/01/12	David Letterman	1135p-1237a		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 54	WRAL	10/01/12	10/01/12	Noon News	12p-1p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 55	WRAL	10/01/12	10/01/12	CBS Daytime (1:30-4P)	130-4p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 56	WRAL	10/01/12	10/01/12	6pm News (M-F)	6-630p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 57	WRAL	10/06/12	10/06/12	Late News	11-1135p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 58	WRAL	10/06/12	10/06/12	7pm News	7-730p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
N 59	WRAL	10/06/12	10/06/12	Sat Hour 1	8-9p		:30				NM	1	\$890.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$890.00	4.50			
D 60	WRAL	10/07/12	10/07/12	Sun Hour 3	10-11p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 61	WRAL	10/07/12	10/07/12	Late News	11-1135p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											
D 62	WRAL	10/07/12	10/07/12	60 Minutes	7-8p		:30				NM	0	\$0.00
		CLASS 4 - CANDIDATE											

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WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u> 116662 /		<u>Alt Order #</u> 06218185
<u>Contract Dates</u> 10/01/12 - 10/08/12		<u>Product</u> MCCRORY 10/01
<u>Advertiser</u> Pat McCrory for Governor		<u>Estimate #</u> C01C07
		<u>Original Date / Revision</u> 08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 63	WRAL	10/07/12	10/07/12	Sun Hour 1	8-9p		:30				NM	0	\$0.00
				CLASS 4 - CANDIDATE									
D 64	WRAL	10/04/12	10/04/12	Thu Hour 3	10-11p		:30				NM	0	\$0.00
				CLASS 4 - CANDIDATE									
D 65	WRAL	10/04/12	10/04/12	Late News	11-1135p		:30				NM	0	\$0.00
				CLASS 4 - CANDIDATE									
N 66	WRAL	10/04/12	10/04/12	Noon News	12p-1p		:30				NM	1	\$535.00
				CLASS 3 CANDIDATE R9.26									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$535.00	5.30			
D 67	WRAL	10/04/12	10/04/12	6pm News (M-F)	6-630p		:30				NM	0	\$0.00
				CLASS 4 - CANDIDATE									
D 68	WRAL	10/04/12	10/04/12	Thu Hour 1	8-9p		:30				NM	0	\$0.00
				CLASS 4 - CANDIDATE									
N 69	WRAL	10/02/12	10/02/12	Tue Hour 3	10-11p		:30				NM	1	\$2,665.00
				CLASS 3 CANDIDATE R9.26									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$2,665.00	10.10			
N 70	WRAL	10/02/12	10/02/12	Late News	11-1135p		:30				NM	1	\$2,225.00
				CLASS 3 CANDIDATE R9.26									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$2,225.00	7.40			
D 71	WRAL	10/02/12	10/02/12	David Letterman	1135p-1237a		:30				NM	0	\$0.00
				CLASS 3 CANDIDATE R9.26									
D 72	WRAL	10/02/12	10/02/12	Noon News	12p-1p		:30				NM	0	\$0.00
				CLASS 3 CANDIDATE R9.26									
N 73	WRAL	10/02/12	10/02/12	5:30 News	530-6p		:30				NM	1	\$1,780.00
				CLASS 3 CANDIDATE R9.26									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$1,780.00	8.20			
N 74	WRAL	10/02/12	10/02/12	6pm News (M-F)	6-630p		:30				NM	1	\$650.00
				CLASS 4 - CANDIDATE									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$650.00	10.80			
D 75	WRAL	10/02/12	10/02/12	Tue Hour 2	9-10p		:30				NM	0	\$0.00
				CLASS 4 - CANDIDATE									
D 76	WRAL	10/03/12	10/03/12	Late News	11-1135p		:30				NM	0	\$0.00
				CLASS 3 CANDIDATE R9.26									
N 77	WRAL	10/03/12	10/03/12	David Letterman	1135p-1237a		:30				NM	1	\$400.00
				CLASS 3 CANDIDATE R9.26									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$400.00	3.40			
N 78	WRAL	10/03/12	10/03/12	Noon News	12p-1p		:30				NM	1	\$535.00
				CLASS 3 CANDIDATE R9.26									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$535.00	5.30			
N 79	WRAL	10/03/12	10/03/12	CBS Daytime (1:30-4P)	130-4p		:30				NM	1	\$360.00
				CLASS 3 CANDIDATE R9.26									

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(919)821-8514

<u>Contract / Revision</u> 116662 /		<u>Alt Order #</u> 06218185
<u>Contract Dates</u> 10/01/12 - 10/08/12		<u>Product</u> MCCRORY 10/01
<u>Advertiser</u> Pat McCrory for Governor		<u>Estimate #</u> C01C07
		<u>Original Date / Revision</u> 08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$360.00	3.10			
N 80	WRAL	10/03/12	10/03/12	5:00 First News	5-530p		:30				NM	1	\$1,780.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$1,780.00	8.20			
D 81	WRAL	10/03/12	10/03/12	6pm News (M-F)	6-630p		:30				NM	0	\$0.00
CLASS 4 - CANDIDATE													
N 82	WRAL	10/01/12	10/07/12	WRAL 6a News Sat	6-8a		:30				NM	1	\$400.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$400.00	0.00			
N 83	WRAL	10/05/12	10/07/12	The Insider (1-130p)	1-130p		:30				NM	1	\$335.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$335.00	3.50			
N 84	WRAL	10/05/12	10/05/12	WRAL AM News	6-7a		:30				NM	1	\$900.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$900.00	5.30			
N 85	WRAL	10/05/12	10/05/12	Inside Edition	7-730P		:30				NM	1	\$975.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$975.00	7.60			
N 86	WRAL	10/05/12	10/05/12	Entertainment Tonight	730-8P		:30				NM	1	\$975.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$975.00	5.60			
N 87	WRAL	10/05/12	10/05/12	Dr. Phil	9-10a		:30				NM	1	\$335.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$335.00	5.60			
N 88	WRAL	10/04/12	10/04/12	The Insider (1-130p)	1-130p		:30				NM	1	\$335.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$335.00	3.50			
N 89	WRAL	10/04/12	10/04/12	5:00 First News	5-530p		:30				NM	1	\$1,780.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$1,780.00	8.20			
N 90	WRAL	10/04/12	10/04/12	WRAL 5:30AM News	530-6a		:30				NM	1	\$665.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$665.00	3.80			
N 91	WRAL	10/04/12	10/04/12	Inside Edition	7-730P		:30				NM	0	\$0.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$975.00	7.60			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WRAL	10/01/12-10/07/12		Inside Edition	7-730P	----Th-----	:30		\$975.00	7.60	NM		
Credited													

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<u>Contract / Revision</u>		<u>Alt Order #</u>
116662 /		06218185
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/01/12 - 10/08/12	MCCRORY 10/01	C01C07
<u>Advertiser</u>		<u>Original Date / Revision</u>
Pat McCrory for Governor		08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 92	WRAL	10/04/12	10/04/12	Entertainment Tonight	730-8P		:30				NM	1	\$975.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$975.00	5.60			
N 93	WRAL	10/04/12	10/04/12	Dr. Phil	9-10a		:30				NM	1	\$335.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$335.00	3.60			
N 94	WRAL	10/03/12	10/03/12	David Letterman	1135p-1237a		:30				NM	2	\$800.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				2	\$400.00	3.40			
N 95	WRAL	10/03/12	10/03/12	5:00 First News	5-530p		:30				NM	1	\$1,780.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$1,780.00	8.20			
N 96	WRAL	10/03/12	10/03/12	5:30 News	530-6p		:30				NM	1	\$1,780.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$1,780.00	8.20			
N 97	WRAL	10/03/12	10/03/12	WRAL AM News	6-7a		:30				NM	1	\$900.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$900.00	5.30			
N 98	WRAL	10/03/12	10/03/12	Inside Edition	7-730P		:30				NM	0	\$0.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$975.00	7.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WRAL	10/01/12-10/07/12	Inside Edition	7-730P	---W-----	:30		\$975.00	7.60	NM		
	Credited												
N 99	WRAL	10/03/12	10/03/12	Entertainment Tonight	730-8P		:30				NM	0	\$0.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$975.00	5.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WRAL	10/01/12-10/07/12	Entertainment Tonight	730-8P	---W-----	:30		\$975.00	5.60	NM		
	Credited												
N 100	WRAL	10/03/12	10/03/12	Dr. Phil	9-10a		:30				NM	1	\$335.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$335.00	3.60			
N 101	WRAL	10/03/12	10/05/12	WRAL 4:30am News	4:30a - 5am		:30				NM	1	\$100.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				1	\$100.00	0.00			
N 102	WRAL	10/03/12	10/05/12	Wed Hour 1	8-9p		:30				NM	1	\$3,555.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$3,555.00	0.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
116662 /	06218185

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/01/12 - 10/08/12	MCCRORY 10/01	C01C07

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pat McCrory for Governor	08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 103	WRAL	10/03/12	10/05/12	Thu Hour 1	8-9p		:30				NM	1	\$4,000.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$4,000.00	0.00			
N 104	WRAL	10/03/12	10/05/12	Thu Hour 2	9-10p		:30				NM	1	\$3,555.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$3,555.00	0.00			
N 105	WRAL	10/03/12	10/05/12	Thu Hour 3	10-11p		:30				NM	1	\$3,335.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$3,335.00	0.00			
N 106	WRAL	10/03/12	10/05/12	Fri Hour 1	8-9p		:30				NM	1	\$2,225.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,225.00	0.00			
N 107	WRAL	10/03/12	10/05/12	Fri Hour 2	9-10p		:30				NM	1	\$2,225.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,225.00	0.00			
N 108	WRAL	10/03/12	10/05/12	Fri Hour 3	10-11p		:30				NM	3	\$5,290.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				2	\$2,665.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WRAL	10/01/12-10/07/12	Fri Hour 3	10-11p	-----F----	:30		\$2,665.00	0.00	NM		
		See MG 108.3, 108.4											
	3	WRAL	10/01/12-10/07/12	Fri Hour 1	8-9p	-----F----	:30		\$2,225.00	0.00	NM		
	Ⓜ	MG for 108.1 10/05											
		CLASS 3 CANDIDATE r9.26											
	4	WRAL	10/08/12-10/08/12	David Letterman	1135p-1237a	M-----	:30		\$400.00	0.00	NM		
	Ⓜ	MG for 108.1 10/05											
		CLASS 3 CANDIDATE r9.26											
N 109	WRAL	10/06/12	10/06/12	Sat Hour 1	8-9p		:30				NM	2	\$1,780.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$890.00	0.00			
N 110	WRAL	10/06/12	10/06/12	CRIMETIME SATURDAY	9-10p		:30				NM	1	\$1,110.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,110.00	0.00			
N 111	WRAL	10/06/12	10/06/12	Sat Hour 3	10-11p		:30				NM	1	\$1,110.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,110.00	0.00			
N 112	WRAL	10/06/12	10/06/12	ACC Blitz Pre-Game	12p - 12:30p		:30				NM	1	\$265.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$265.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u> 116662 /		<u>Alt Order #</u> 06218185
<u>Contract Dates</u> 10/01/12 - 10/08/12	<u>Product</u> MCCRORY 10/01	<u>Estimate #</u> C01C07
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/16/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 113	WRAL	10/06/12	10/06/12	ACC Football	12N-330P		:30				NM	1	\$700.00
		CLASS 4 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$700.00	0.00			
N 114	WRAL	10/07/12	10/07/12	NFL Football (Early)	1p - 4:30p		:30				NM	1	\$1,500.00
		CLASS 4 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,500.00	0.00			
N 115	WRAL	10/07/12	10/07/12	NFL (Late)	4-730p		:30				NM	1	\$2,000.00
		CLASS 4 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$2,000.00	0.00			
N 116	WRAL	10/08/12	10/08/12	Mon Hour 1	8-9p		:30				NM	1	\$3,335.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$3,335.00	0.00			
N 117	WRAL	10/08/12	10/08/12	Mon Hour 2	9-10p		:30				NM	1	\$3,335.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$3,335.00	0.00			
N 118	WRAL	10/07/12	10/07/12	The Closer	1235-135a		:30				NM	1	\$75.00
		CLASS 4 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$75.00	0.00			
Totals										271.80		76	\$84,340.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	76	\$84,340.00	\$71,689.00
Totals	76	\$84,340.00	\$71,689.00

Signature: _____ **Date:** _____

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